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How stories are created and conveyed in media such as film, television, literature, video games, and digital platforms has evolved as they have adapted to new technologies and cultural practices. This evolution not only reflects but also shapes contemporary social experiences and values.

By creating an emotional connection with the audience, storytelling makes messages more persuasive and relevant. The use of narrative elements such as characters, conflict and resolutions makes stories more effective and memorable.

In the monographic section, the latest issue of *Obra Digital* contains articles analyzing how well-known artists utilize tools such as alternate

reality games (ARGs) to achieve greater engagement with their audience. It also studies how literature disseminated through interactive and transmedia products operates, as well as how queer groups are represented to promote a positive change in the construction of their identity and the creation of virtual avatars as a marketing strategy to encourage collective creation.

In the miscellaneous section, various topics are addressed, such as the analysis of films that, evidencing the political commitment of director Francesco Rosi, explore high-tension relationships such as that between Italian politics and the Mafia. Another prominent theme is the abil-

ity of didactic audiovisual series to reach young audiences with topics as varied as philosophy teaching through a study of the series Merli. In addition, the dissemination of scientific knowledge and its productive routines are examined by benchmarking the practices of institutional communication offices. Finally, a study analyzes the correspondence between the public and media agendas in Ecuador's traditional print and independent digital media.

On the other hand, in an effort to offer a space for disseminating knowledge generated in doctoral research, this edition addresses issues related to the persistence of gender discrimination affecting women journalists despite technological advances in both digital platforms and the media.

This edition aims to deepen readers' understanding of the rapid evolution of communication tools, their applications, and their impact on different audiences.